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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Jim E. Rainey

Application No.: 10/698,497

Filed: October 30, 2003

For: MULTI-PARTY BIDDING FOR ONLINE  
ADVERTISING SPACE

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Examiner: Not Yet Assigned

Art Unit: 2857

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(Printed name)

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(Signature)

3-30-04  
(Date)

APPOINTMENT OF ASSOCIATE ATTORNEY

Sir:

I hereby appoint Vanintheran (Vani) Moodley as my associate attorney in the above-entitled application, to prosecute this application, to make alterations and amendments therein, and to transact all business in the Patent and Trademark Office connected therewith.

Please continue to address all future communications to Blakely, Sokoloff, Taylor & Zafman LLP, 12400 Wilshire Blvd., Seventh Floor, Los Angeles, CA 90025-1026.

Respectfully submitted,

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Dated: 3/30, 2004

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